

October 6, 2005

MEMORANDUM FOR THE RECORD

TO: NOAA Executive Panel Members
Executive Management Team (EMT) Authors

FROM: Tim McClung
Executive Director to the NOAA Chief of Staff

SUBJECT: Guidance for Submissions for the DOC Executive Management Team (EMT) Report

General Information: Every Monday morning the Under Secretary, or a designee, attends the Department of Commerce (DOC) Executive Management Team (EMT) meeting, led by the Secretary of Commerce or a designee. The purpose of the meeting is for every DOC Under Secretary to inform the Secretary of timely, high-level issues within their respective bureaus. NOAA's Program Coordination Office (PCO) compiles the EMT report each week for NOAA.

EMT Composition Schedule: EMT submissions are to be received by PCO *no later than* 5:00 PM ET each Thursday. **Late submissions will not be accepted.** PCO compiles the report late Thursday and early Friday of each week. The date on the EMT is the Monday (or the next business day in the case of holidays) of the next week. For example, submissions due by 5:00 PM ET on Thursday, October 13 will appear in the October 17 EMT (see below).

October 2005						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Submission Format: The timeframe for PCO staff to prepare the final EMT report does not allow for editing incorrectly prepared submissions. *The following submission guidance should be strictly followed.* PCO staff will notify authors/line offices each time they fail to follow EMT format guidance.

- 📧 **FORMAT/FONT** – Submissions must be provided in one Microsoft Word file using 12pt Times New Roman font only. Font color should be black only.
- 📧 **TITLE** – Submissions should be led by a short, informative title (ending with a colon). The title and the colon must be in **bold** print, followed by two spaces. All acronyms (with the exception of NOAA) must be spelled out the first time used with the acronym following in parentheses.

Submission Content: Submissions should contain relevant, timely and concise information for the NOAA Under Secretary to raise to the Secretary’s level. The concise submissions of the EMT report will be used by the Under Secretary as “talking points” to raise awareness of recent NOAA accomplishments and other hot items. Red and yellow items are the most likely to be discussed, with most green items serving as background for the Under Secretary.

📧 **CATEGORIES OF IMPORTANCE**

- RED** → hot/controversial topics, the Secretary must know (trouble may arise)
- YELLOW** → important issues (especially bad news) on which to brief the Secretary
- GREEN** → good news stories or examples of completed one-NOAA successes

- 📧 **TIMELINESS** – Submissions should discuss events that will occur during the week of the EMT report date, or any that occurred during the preceding week that could not have been anticipated (e.g., response to a severe weather event). Submissions highlighting events a week or more ahead of the EMT report date may be submitted as a Weekly Report item (see separate Weekly Report guidance).
- 📧 **CLARITY** – Submissions must be clear and concise, composed for the right audience (i.e. the Secretary and DOC bureau chiefs), free of technical jargon, and coordinated across multiple line offices, when appropriate. Provide concise and relevant background (see next bullet), when appropriate, to aid in the Under Secretary’s understanding of the issue. Submissions should include dates and locations as well as a listing of the principals (AA level and above) involved. Be sure to include the basics: who, what, when, where and why. When composing your submissions, use the “so what?” rule (place yourself in the DOC Secretary’s shoes and ask “Why would/should I care about this submission and what important outcomes are likely to follow from it?”). PCO staff will contact you or your backup if these details are not present in each submission.
- 📧 **SUBMISSION IMPORTANCE/ORDER** – Authors are encouraged to list (within the Word document) the red/yellow/green submissions *in order of importance*. Submissions should not be numbered. PCO staff may change the order of the submissions.


- 🌐 **MEETINGS** – Do not report on attendance of conferences/meetings, unless the event(s) is of unusual National or international significance. Reports on insignificant meetings will not be included. Submissions regarding meetings should be written in an action-oriented manner (e.g. “NOAA Proposes Amendment to....”).

Background/Significance Submission Content:

- 🌐 **BACKGROUND** (optional) – Submissions may include a short background section, although ideal submissions will be self-explanatory and will not require an additional background section. Any background section included should begin on a new line with the word “Background” in italics, followed by a colon and two spaces (*i.e. Background:*). Background content should be as brief as possible, highlighting longer-term program related information that will increase the Under Secretary’s, or the designee’s, understanding of the item and their ability to brief on it.
- 🌐 **SIGNIFICANCE** (highly recommended) – In *almost every case*, EMT submissions should contain a significance section highlighting **cost, schedule and performance** related issues. Any significance section included should begin on a new line with the word “Significance” in italics, followed by a colon and two spaces (*i.e. Significance:*). The significance section should highlight why the item is important based on our goals/mission in terms of cost (amount of money involved with the deliverable), schedule (are we on time with the deliverable) and performance (did we meet specific goals with the deliverable). Additionally, Administration and Congressional priorities and mandates should be highlighted in the significance section, as well as items that may cause media coverage, the attention of the Hill, or support/criticism from constituents. In cases where significance sections are not included in initial EMT submissions, PCO staff may request “significance” content from the authors, when appropriate/necessary.

Supplemental Submission Guidance:

- 🌐 **PRINCIPALS** – Only NOAA leadership (Under Secretary, Assistant Secretary, Deputy Under Secretary, Deputy Assistant Secretaries, Assistant Administrators and Goal Team Leads) should be mentioned by name in a submission (see Naming Convention below). Names of individuals below the AA/DAA/Goal Team Lead level should not be included; however, it is appropriate to say “The NOAA Office of Global Programs hosted...” or “NOAA scientists published...” It is appropriate to name an individual staff member when s/he is the recipient of a prestigious award, or in other rare/noteworthy cases.

 **NAMING CONVENTION** – To properly reference principals, the following titles should be used:

Vice Admiral Conrad C. Lautenbacher, Jr., U.S. Navy (Ret.), Under Secretary of Commerce for Oceans and Atmosphere

Dr. James R. Mahoney, Assistant Secretary of Commerce for Oceans and Atmosphere

Brigadier General John J. Kelly, U.S. Air Force (Ret.), Deputy Under Secretary for Oceans and Atmosphere

Timothy R. Keeney, Deputy Assistant Secretary for Oceans and Atmosphere

Dr. William Brennan, Deputy Assistant Secretary for International Affairs

Dr. William T. Hogarth, Assistant Administrator for Fisheries

Charles W. Challstrom, Acting Assistant Administrator for Ocean Services and Coastal Zone Management

Brigadier General D.L. Johnson, U.S. Air Force (Ret.), Assistant Administrator for Weather Services

Dr. Richard W. Spinrad, Assistant Administrator for Oceanic and Atmospheric Research

Mary M. Glackin, Assistant Administrator for Program Planning and Integration

Gregory W. Withee, Assistant Administrator for Satellite and Information Services

Rear Admiral Samuel P. De Bow, Jr., NOAA, Director, Office of Marine and Aviation Operations, and Director, NOAA Commissioned Corps

Rear Admiral Richard R. Behn, NOAA, Director, Marine and Aviation Operations Centers

NOAA Goal Team Leads

Jack Dunnigan, NOAA's Ecosystem Goal Team Lead

Chet Koblinsky, NOAA's Climate Goal/Program Team Lead

Frank Kelly, NOAA's Weather and Water Goal Team Lead

Captain Steven Barnum, NOAA, NOAA's Commerce and Transportation Goal Team Lead

In submissions for the EMT, the various **NOAA Line Offices** shall be referred to as:

NOAA Fisheries Service
NOAA Ocean Service
NOAA Satellite and Information Service
NOAA Research
NOAA National Weather Service
NOAA Marine and Aviation Operations
NOAA Program Planning and Integration

- 🌐 **CONSTITUENCIES** – Submissions should identify the specific constituencies affected by the item. Simply referring to these parties as “industrial interests” or “the public” is not sufficient (e.g. if a local sport fishery and a commercial fishery will both be affected by a single event or act of legislature, provide a concise statement of facts identifying both parties, summarize their concerns and why they are important to the Department).
- 🌐 **LINK TO THE NOAA STRATEGIC PLAN** – When possible, include the overall relevance to NOAA’s mission and strategic goals in your submissions. Instead of quoting a specific goal, summarize the overall relevance of the submission to any goals and/or our NOAA mission. When possible, relate submissions to any ongoing programs/projects directly related to our goals/mission and/or the NOAA Strategic Plan.
- 🌐 **SENSITIVITY** – In some cases items of great sensitivity will be submitted. For any items that are for internal or official government use only – please **MARK THEM ACCORDINGLY**.

Contact(s) for Clarifications and/or Significance Inputs: Each EMT submission item **must** end with contact information of person(s) who can provide additional clarification/supplemental (significance) information on each submission to PCO staff if the need arises during the editing process (on Friday mornings). The contact information should include name/phone number(s) (land/cell) for individuals who will be available for coordination at the phone number(s) listed on Friday morning. Email addresses may also be provided; however, *the preferred and most effective method for coordination will be via phone*. Contacts may vary from submission to submission and from week to week; however, it is imperative PCO staff be able to reach (by phone) individuals with expertise to properly clarify submitted items.

Grants Update Section: Until Grants Online is fully operational, grant information is requested from each line. Information provided should include the following information (which PCO staff will use to complete the table below):

- 1) Number and dollar amount of grants planned
- 2) Number of grants sent to Grants Management Division (GMD)
- 3) Number and dollar amount of grants awarded

Grants Report For October 17, 2005 EMT Report					
Line Office	# planned	\$ planned	# sent to GMD	# Awarded	\$ Awarded
NESDIS					
NMAO					
NMFS					
NOS					
NWS					
OAR					
Office of Ed.					

Sending Submissions to PCO: Submissions should be emailed in one attached Microsoft Word file (12pt Times New Roman font) to emt.raw@noaa.gov no later than 5:00 PM ET each Thursday. The subject line of the email should use the following format:

Subject: {Line Office} {EMT} {Date}
(e.g. NOS EMT Sep 26)

Please use the following naming convention for your attachment (similar to subject line):

Word file naming convention: {Line Office} {EMT} {Date}
(e.g. NOS_EMT_Sep 26.doc)

Please do not send any other items with your EMT Word file submission. If you do not have any submissions to report, please send an email indicating “no report” in the subject line (e.g. NOS EMT Sep 26 – No Report). **Late submissions will not be included.**

EMT Submission Examples (Red/Yellow/Green categorization not specified):

Gulf of Mexico Shallow-Water Grouper Closure: NOAA Fisheries Service will close the Gulf of Mexico shallow-water grouper fishery on October 10, 2005. Landings data indicate the available commercial red grouper quota of 5.31 million pounds will be harvested on or before that date. Secretarial Amendment 1 to the Gulf of Mexico Reef Fish Fishery Management Plan (FMP) requires us to close the entire shallow-water grouper commercial fishery when either the red grouper quota or the shallow-water grouper quota is reached. The fishery will reopen on January 1, 2006. (Contact – Buck Sutter, 727-824-5301)

Significance: This action supports NOAA Fisheries Service’s mandate to prevent overfishing and rebuild overfished stocks. The closure could be controversial with some commercial grouper fishermen because it will occur about one month earlier than last year’s closure, despite efforts to slow harvest through commercial trip limits. Additionally, we closed the deep-water grouper fishery, in which some of the same fishermen participate, on June 23, 2005. Earlier landings data suggested the shallow-water grouper quota would be harvested prior to October 10, 2005. However, landings were slowed by recent storm activity associated with Hurricanes Katrina and Rita, as well as by increased fuel costs.

Marine Mammal Strandings in the Northeast Region: Several marine mammal strandings occurred last week. A critically injured Risso's dolphin found at the Virginia-North Carolina border had to be euthanized. Additionally, five seals and one large whale, believed to be a minke, were found dead in Maine. Efforts are underway to collect as many samples as possible from the recovered carcasses to determine the cause(s) of mortality. One dead striped dolphin was also reported in Virginia on September 17, 2005. (Contact Dr. Teri Rowles, 301-713-2322)

Significance: NOAA Fisheries Service declared an Unusual Mortality Event for large whales in the North Atlantic in August 2005, following an above average number of fatalities reported during the month of July. We are particularly concerned about the number of stranded Risso's dolphins, and continue to monitor the situation. NOAA Fisheries Service is charged with protecting and conserving marine mammal populations, consistent with the requirements of the Marine Mammal Protection Act and the Endangered Species Act.

NOAA Awards Contract to Seattle Shipyard to Convert New Ocean Exploration Ship: On August 22, NOAA Marine and Aviation Operations awarded a contract for \$13.4 million to Todd Pacific Shipyards Corporation of Seattle, Washington, to convert the former U.S. Navy surveillance vessel *CAPABLE* into a NOAA research ship that will explore the world's oceans. The Navy transferred \$18 million of its appropriated funds in FY2005. The funds will be applied to the conversion contract and a separate purchase of highly specialized on-board and shore-side equipment to connect expeditions at sea in real-time to teams of scientists, and to teachers and students ashore via satellite and high-speed Internet pathways. The shipyard's work is expected to be complete in the Spring or Summer of 2007. Once operational, the ship will support NOAA's Office of Ocean Exploration. (Contact Jennifer Hammond, 301-713-3418 x138)

Background: Congress mandated the ship be used solely for ocean exploration. It will be renamed OKEANOS EXPLORER as a result of a nationwide ship naming contest. The location of the ship's homeport has not been determined. The governor of Rhode Island and the senators from the state of Washington have requested the ship be homeported in their states.

Significance: Per the Ocean Action Plan, acquiring a new ocean exploration vessel for NOAA is one way in which the Administration is enhancing the Federal government's oceanographic infrastructure.

NOAA Hosts Annual Data and Information Users' Workshop: On May 11-13, NOAA will host its 2005 Data and Information Users' Workshop in Asheville, NC. The theme of the workshop is "User Requirements for NOAA's Data and Information." Brigadier General John J. Kelly, Jr., U.S. Air Force (Ret.), Deputy Under Secretary of Commerce for Oceans and Atmosphere, and Gregory W. Withee, Assistant Administrator for Satellite and Information Services, will address approximately two hundred attendees including consultants, engineers, and personnel from insurance companies, news media, other government agencies, weather derivatives, reinsurance companies, and academia. NOAA will present new products and services and plans for the future, and breakout sessions will offer opportunities for discussion and analysis. (Contact Chuck Wooldridge, 301-713-3386)

Significance: This workshop is one of the primary forums for NOAA to interact with users of its data and information. User needs are critical to determining requirements and parameters for observations and data products.

NOAA Funded Project Identifies Novel Invasive Species in Maine: On September 8, scientists from Cornell University reported the discovery of a new invasive species that may contribute to large coastal habitat destruction in Maine. The Cornell University researchers, funded by Maine Sea-Grant, have discovered that one of Maine's most important fishing areas has been invaded by an alien tunicate, or sea squirt, that could threaten the local commercial fishing industry. In August, rapid assessment surveys for marine invasive species in Cobscook Bay found the *Didemnum* species of sea squirt in Maine. The species is known to cause damage to ocean floor habitats and commercial species. (Contact Kristin Koch 301-713-2465 x144)

Background: The invading sea squirt, first documented on the eastern coast of the United States in the 1970s and believed to be the byproduct of importing Japanese oysters for aquaculture, spreads rapidly by forming mats resembling blobs of pancake batter. The species has overrun some 40 square miles of Georges Bank, a prime offshore fishing area about 160 miles from outer Cape Cod.

Significance: This survey discovered a potentially threatening species in eastern Maine. This research is directly linked to one of NOAA's ecosystem goal missions which are to limit the expansion and incidences of invasive species in our coastal ecosystems.

NOAA Expands NOAA Weather Radio All Hazards Broadcast Area in Louisiana: On August 17, NOAA Chief of Staff Scott Rayder will attend a ceremony to announce NOAA Weather Radio All-Hazards (NWR) expanded coverage in southern Louisiana and adjacent coastal waters, including Grand Isle, LA, the only inhabited barrier island in Louisiana and Port Fourchon. Port Fourchon is an important hub of offshore support services activity in the Central Gulf of Mexico, particularly for oil and gas interests. The event will also celebrate the successful completion of the Marsh Creation and Hurricane Levee Protection Project in South Lafourche Parish, funded through a \$250,000 NOAA grant. (Contact Greg Romano, 301-713-0622 x169)

Background: NWR is a nationwide network of radio stations broadcasting NOAA National Weather Service (NWS) weather warnings, watches, forecasts, and other hazard information 24-hours a day. The network includes more than 900 transmitters, covering all 50 states, adjacent coastal waters, Puerto Rico, the U.S. Virgin Islands, and the U.S. Pacific Territories. A new, directional antenna was purchased for the NWR transmitter in Buras, LA, to expand coverage to South Lafourche and Jefferson parishes. The Marsh Creation and Hurricane Levee Protection Project will reduce levee erosion.

Significance: The new NWR coverage will allow continuous broadcasting to protect lives and livelihoods of the marine, shipping, and fishing interests of Grand Isle, Leeville, Port Fourchon, and Cutoff, LA. Hurricane protection levees are required to prevent flooding of communities located below sea level. Since 1900, hurricanes and tropical storms making landfall on the U.S. Gulf Coast have caused more than \$100 billion in damages to homes and property.